



CASBO AUDIENCE SALES BRIEF

Strategic Access to California’s TK-14 Decision Makers

CASBO connects you to more than **30,000** school business professionals working in **1,100+** public education agencies across the state. Our community also includes **1,200+** Associate Members and Strategic Partners, showcasing robust private sector engagement year-round.

Most Common Job Titles Each with **100+** contacts

- ▶ Chief Business Official (CBO)
- ▶ Superintendent
- ▶ Accounting Technician
- ▶ Payroll Technician
- ▶ Administrative Assistant
- ▶ Accountant
- ▶ Buyer
- ▶ Principal
- ▶ Director Of Fiscal Services
- ▶ Secretary
- ▶ Payroll Specialist
- ▶ Executive Assistant



Decision Makers at Every Level 25% manager+

1,324	C-Level Executives & Assistant Superintendents
702	Superintendents & Board Members
3,086	Directors
2,506	Assistant Directors, Supervisors, Managers
113	Consultants and Advisors
12,436	Support Staff (Bookkeepers, Analysts, Admin)

➤ Reach influential professionals with purchasing power and operational authority.

AREAS OF RESPONSIBILITY

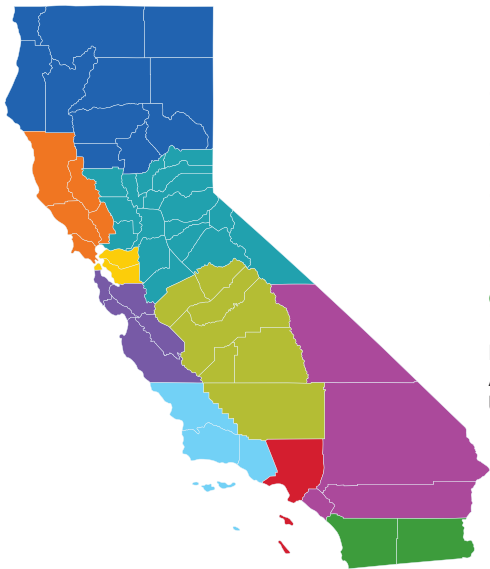
15 disciplines

 972 Chief Business Officials (CBOs)	 2,700 Accounting	 1,542 Financial Services	 1,710 Human Resources	 1,365 Payroll
 1,120 Purchasing & Procurement	 957 Maintenance & Operations	 889 Technology	 287 Retiree	 652 Child Nutrition Services
 565 Facilities	 424 Transportation Services	 325 Special Education	 254 Risk Management	 96 Charter School

Plus **6,944** Administrative Staff and **3,350** Company & Business Employees.

GEOGRAPHIC REACH

10 CASBO Sections



18%	Eastern	9%	South Bay
15%	Sacramento	7%	Central Bay
14%	Southern	5%	Shasta
13%	Central	5%	Tri-Counties
9%	San Diego/Imperial	4%	North Bay

Including the largest districts (USD) and county offices (COE) in the state: Los Angeles USD & COE, San Bernardino City USD & CSS, San Diego COE, Torrance USD, Orange County DOE, Oakland USD.